

ARTIFICIAL INTELLIGENCE FOR BUSINESS

Technology that works for your business.

Automation, web design and digital marketing.
Solutions shaped by your processes, customers and goals.



Business context photograph: Alena Darmel / Pexels.

Request your free initial consultation

Belmont, Massachusetts
Service in English and Spanish

An integrated approach: assessment, implementation and practical guidance.

AN INTEGRATED OFFERING

What we can do for your business

Start with a specific need. We combine services when your project calls for connected digital presence, customer service and operations.

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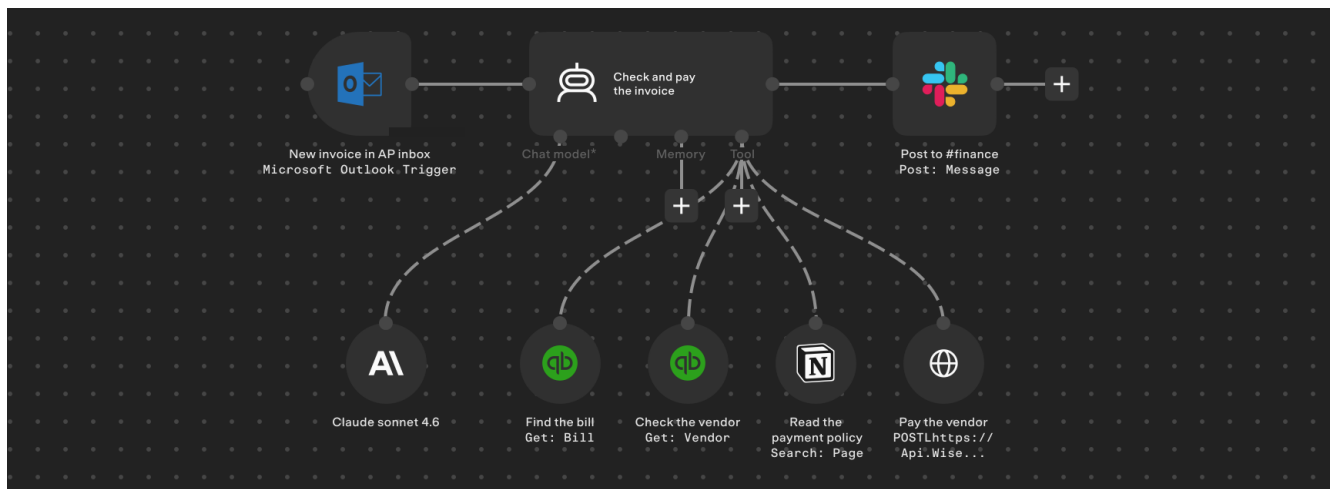
A clear scope before we begin.

Your proposal defines deliverables, timelines, revisions and tools. The initial consultation is free. Explore the examples on pages 11 through 14.

01 / OPERATIONS

Connect your tools. Organize the next step.

Reduce manual steps in inquiry intake, data entry and team notifications. We start with one priority process.



Public n8n interface. A tool reference, not a Master Digital Web client project.

01 Workflows with n8n and Make

Forms, spreadsheets, email and CRM in one coordinated process.

Deliverable: Workflow map, configuration of the agreed process and testing.

Example: An inquiry is recorded and the team is notified.

02 Integrations and APIs

Data exchange between compatible systems with authorized access.

Deliverable: Documented connections, data validation and error handling.

Example: A website request is sent to your calendar.

03 WhatsApp for business

Contact paths, welcome messages and inquiry triage.

Deliverable: Messages and handoff rules; automation depends on the platform.

Example: A pricing inquiry reaches the right person.

02 / CUSTOMER SERVICE

Answers grounded in your business information.

A useful assistant needs approved content, clear boundaries and a path to a person. We design all three together.

01 AI assistants

Guidance on services, common questions, requests and next steps.

Deliverable: Question map, conversational tone, contact paths and testing.

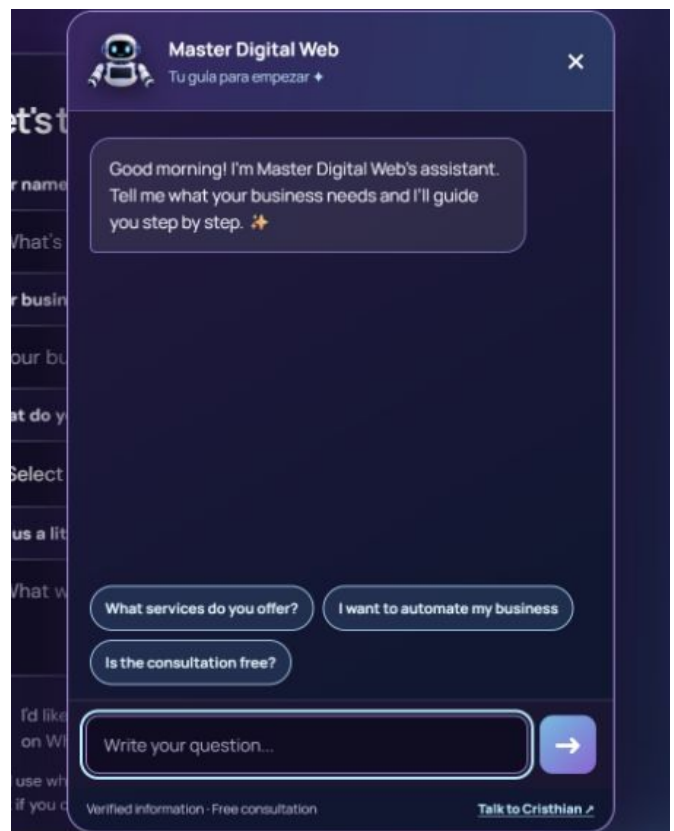
Example: Guides visitors through a construction company's services.

02 Knowledge base

Organized services, hours, policies and documents the assistant can reference.

Deliverable: Structured information and a guide to keep it current.

Example: The assistant refers to an approved list of services.



[See the assistant on our website](#)

Live screenshot from masterdigitalweb.com.

HOW WE EVALUATE THE SOLUTION

Content: does the answer match the approved information?

Boundaries: does it recognize when it cannot answer adequately?

Handoff: can the visitor find a way to speak with a person?

Usability: does it work on the agreed devices and in the agreed languages?

03 / DIGITAL EXPERIENCE

A clear, responsive website ready to receive inquiries.

We design the structure, service presentation and visitor journey. We review the experience on desktop, tablet and mobile.

The screenshot shows a dark-themed website interface. On the left, a large heading reads 'Your next big idea starts with a free consultation.' Below it, a subtext says 'Tell us about your business and what you'd like to improve. We'll have a focused conversation about your goal.' A button below this text says '+ Use the code MDW-INICIO to request your free initial review.' On the right, a contact form titled 'Let's talk about your project' is displayed. The form includes fields for 'Your name', 'Your business', and 'What do you need?'. There is also a section for 'Tell us a little more (optional)' with a text area. At the bottom of the form, there is a checkbox for receiving updates and a 'Continue to WhatsApp' button. A small robot icon is visible in the bottom right corner of the form area.

Our own example: the live form and contact path on masterdigitalweb.com.

01 Website design

Structure, content and contact.

Deliverable: Responsive website and a checked contact form.

Example: Construction: projects and quote requests.

02 Online stores

Product catalog and shopping journey.

Deliverable: Catalog and a test order.

Example: Products organized by collection.

03 Website maintenance

Updates and functionality checks.

Deliverable: Log of agreed updates.

Example: Update services and check the contact process.

04 / SEARCH VISIBILITY

A solid technical foundation. Consistent local information.

We approach SEO with useful content for people and a structure search engines can understand. Improvements are prioritized based on the website's condition.

REVIEW AREA	WHAT WE CHECK	DELIVERABLE
Crawling and indexing	Sitemap, robots and relevant pages.	Technical priorities.
Site structure	Titles, headings and internal links.	Adjustment plan.
Content	Services, questions and local searches.	Content plan.
Mobile experience	Readability, navigation and loading.	Prioritized actions.
Local presence	Name, categories, services and contact.	Consistent business profile.

01 Local SEO

Search research, service and location pages, content and internal links.

Deliverable: Improvement list and tracking of available metrics.

Example: A service page for remodeling in Belmont.

02 Google Business Profile

Categories, services, photos, hours, links and consistency with your website.

Deliverable: Profile organization and an update plan.

Example: Categories and services aligned with your website.

This table describes a review scope, not audit results. Rankings depend on competition, quality and other factors. Each platform controls business profile verification and approval.

05 / BRAND

A recognizable identity starts with consistency.

A professional brand needs readability, hierarchy and consistent applications. We start with what your business represents and where your identity will appear.



MASTER DIGITAL WEB IDENTITY

**A consistent identity.
A recognizable presence.**



Brand palette for web and documents.

01 Logos and visual identity

Concept, palette and usage variations.

Deliverable: Agreed files and applications.

Example: Your logo adapted for a catalog and business card.

02 AI-generated images

Purpose-driven visuals reviewed by a person.

Deliverable: Selected and adapted images.

Example: A visual introducing a new service.

03 Social media and campaign kit

Versions for Facebook, Instagram or TikTok.

Deliverable: Assets consistent with your identity.

Example: An offer adapted for a feed post and a story.

04 Digital menus and catalogs

An organized offering customers can browse on mobile.

Deliverable: Catalog with links and a QR code where appropriate.

Example: A menu customers open with a QR code.

06 / SALES OPERATIONS

From interest to a conversation with a clear next step.

We connect messages, forms and sales materials so your team can respond with context and follow up.

01	02	03	04
Receive	Organize	Respond	Follow up
Form or channel	Record and priority	Person or message	Appointment or next action

01 Lead capture and follow-up

Forms, records and notifications to the owner.

Deliverable: Inquiry handling and follow-up path.

Example: Each inquiry has an owner and a next step.

02 Appointments and requests

Calendar and supported confirmations.

Deliverable: Defined request process.

Example: Request a site visit for a remodeling project.

03 Email and campaigns

Messages for opted-in contacts.

Deliverable: Agreed content and configuration.

Example: Follow up with someone who requested information.

04 Bilingual SEO content

Pages and articles in Spanish and English.

Deliverable: Copy reviewed before publishing.

Example: The same service explained in Spanish and English.

05 Proposals and presentations

Offering, scope and benefits in one document.

Deliverable: Sales materials ready to present.

Example: A proposal with clear scope and deliverables.

06 Dashboards and reports

Available data organized into clear views.

Deliverable: Dashboard with a guide to interpreting it.

Example: See incoming inquiries and their status.

Promotional messages are prepared for opted-in contacts. Connections and measurement depend on the client's tools.

07 / LEARN AND APPLY

AI tools for everyday work.

Guided sessions with exercises from your business. Learn to set up tools, ask for better results, review them and reuse what works.

ONE SESSION. ONE PRACTICAL GOAL.

We choose a real task: prepare content, organize information, create a visual or configure an available feature.

You take away: a practical exercise, a short guide and reusable instructions, based on scope.

**ChatGPT / OpenAI**

Context, instructions and review of text and images.

Example: prepare and review a business proposal.

Meta AI and Meta avatars

Avatar setup and available creative features.

Example: explore your profile's visual presentation.

Grok by xAI

Assistant use and enabled image generation.

Example: develop content options for an offer.

Setup and connections

Accounts, files, permissions and compatible integrations.

Example: organize resources and access for your team.

A visual avatar and an assistant serve different functions. Availability varies by account, country and plan. Independent training, with no affiliation to the brands mentioned. Any required third-party subscriptions are agreed separately.

SOLUTIONS BY PRIORITY

A project with clear scope. Work you can put to use.

These options combine services from our website. We tailor the solution after reviewing your process, tools and project goal.

01 Automate your business

Process assessment and map · intake channel · lead records · priority workflow · viable connections · testing and guidance.

02 Smart assistant

Question map · knowledge base · tone and boundaries · human handoff · response testing · update guidance.

03 A website built for inquiries

Structure and content · responsive design · services and contact · form or WhatsApp · initial technical SEO · pre-launch review.

04 Website + local SEO

Local search research · service pages · titles and links · Google profile review · consistent information · measurement plan.

05 Online store

Categories and product pages · images and descriptions · cart and supported payments · policies · order testing · management guide.

06 Website maintenance

Content updates · links and forms · mobile review · access and platform-supported backups · SEO priorities · update report.

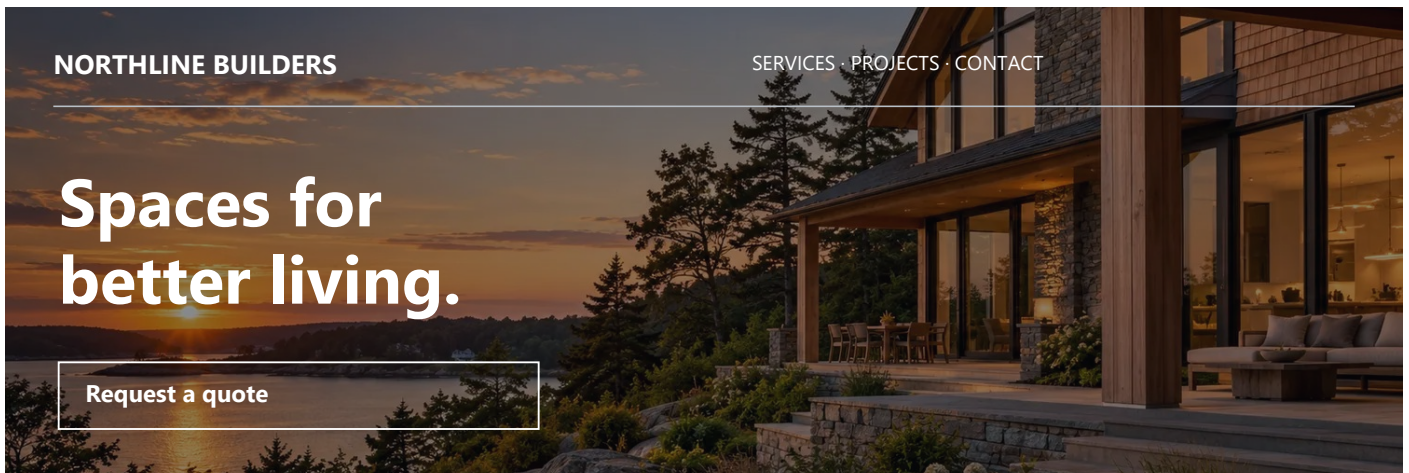
Your first consultation is free. We identify a priority and next steps together. You then receive a proposal with deliverables, timelines and terms so you can make an informed decision.

DESIGN EXAMPLES

Imagine your business on a website like this.

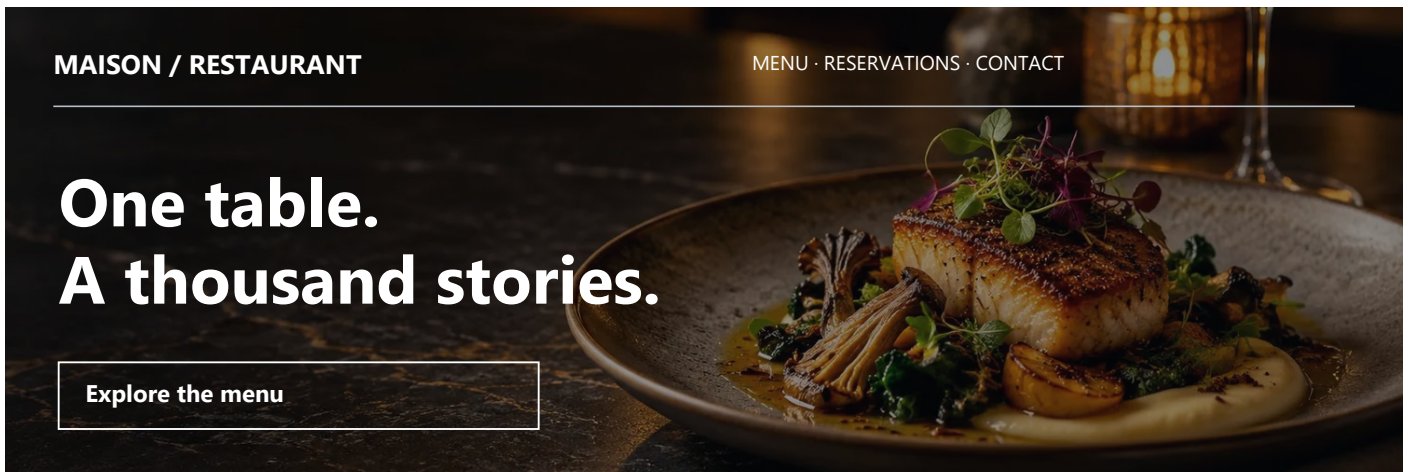
Visual samples based on the concepts on our website. Each can be tailored to your brand, content and goals.

CONSTRUCTION AND REMODELING



What we could include: Services, project gallery, service areas and a form to request a visit.

RESTAURANTS



What we could include: Menu, restaurant story, location and a way to request a reservation.

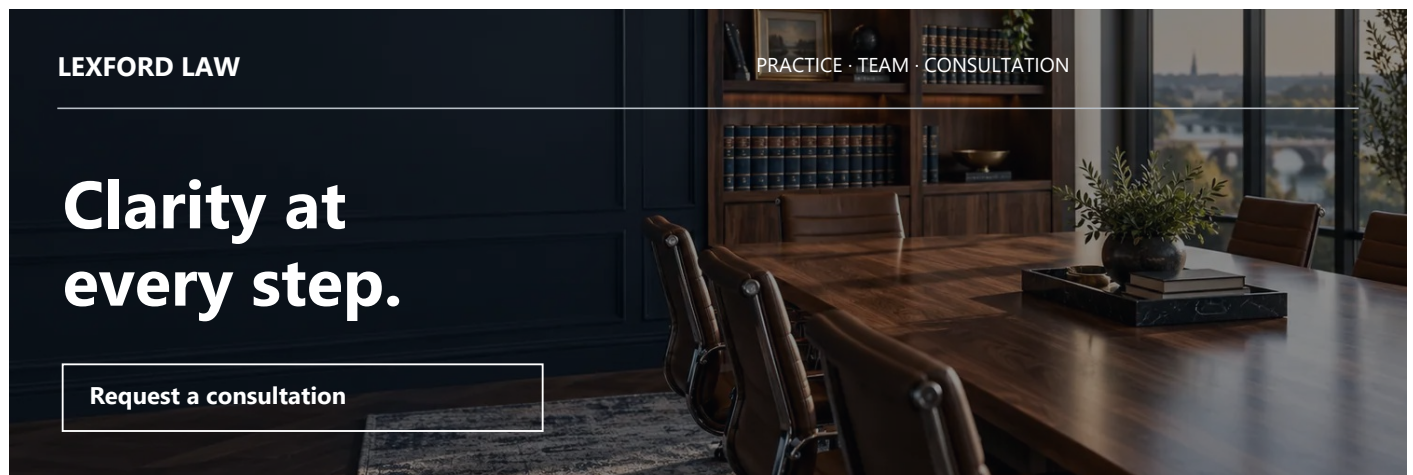
Design concepts, not client businesses or published websites for these brands.

DESIGN EXAMPLES

The right experience for each kind of business.

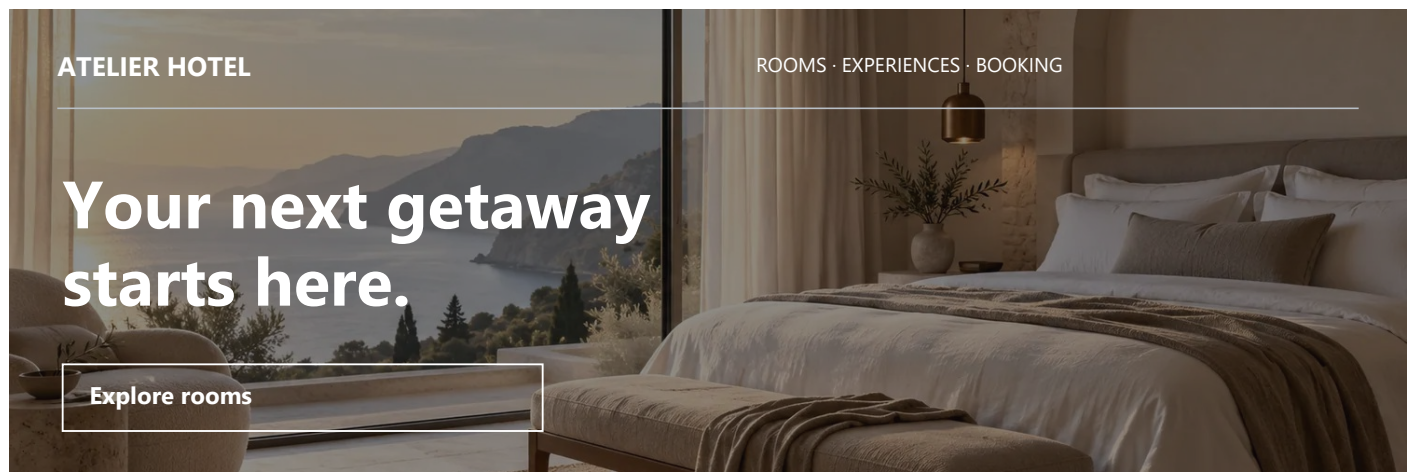
Page content and calls to action change based on what your customer needs to know before contacting you.

LAW FIRMS AND PROFESSIONAL SERVICES



What we could include: Practice areas, team introduction, frequently asked questions and a contact form.

HOTELS AND HOSPITALITY



What we could include: Rooms, amenities, experiences and connections to supported booking tools.

[Explore store, moving company and office concepts in our website gallery](#)

Concept samples: the names and design images are not presented as client projects.

AN INQUIRY WITH FOLLOW-UP

How we connect an inquiry to your team's work.

Make organizes actions across apps. This example shows how we translate a business need into steps that can be tested.



Official Make interface: email, ticket and task routing. Source: Make documentation.

[Read the official scenario explanation](#)

PROPOSED EXAMPLE FOR A CONSTRUCTION BUSINESS

01	02	03	04
Receive A visitor requests a site visit through the form.	Record Service, location and permitted contact details are saved.	Notify The inquiry is assigned to the appropriate team member.	Follow up A task is created to respond and agree on the next step.

How we test it: we submit a test inquiry and check the received data, owner notification and handling of incomplete fields. Apps and permissions are agreed before implementation.

FROM SEARCH TO INQUIRY

What SEO work looks like on a service page.

An editorial example for a remodeling company in Belmont. It illustrates structure and content, not search results or a ranking guarantee.

CUSTOMER SEARCH

“Kitchen remodeling in Belmont”

Intent: find a company that explains its service, service area and how to request a quote.

EXAMPLE OF A PAGE THAT MEETS THIS NEED

Service page / Remodeling

Kitchen remodeling in Belmont, MA

What we do / How we work / Projects / FAQs

[Request a project assessment](#)

Structure

One main topic, clear headings and useful links.

Content

Process, location, questions and evidence the business can provide.

Conversion

One clear action: an inquiry, a call or a site visit request.

After launch, we review crawling, searches and inquiries using available data. We do not invent rankings, reviews or metrics.

THE NEXT STEP

Let's talk about
what your business needs.

An initial consultation to review your goal and suggest a practical path forward.



PERSONAL ATTENTION

CRISTHIAN MEDINA

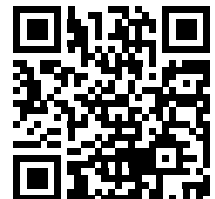
CEO of Master Digital Web · 12 years of digital marketing experience.
Focused on artificial intelligence, automation and digital presence.

Free initial consultation on WhatsApp

masterdigitalweb.com

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